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Whole Earth
MAGAZINE

January 27, 1998

To:	David Katz 707.526.3001	Hunter Lovins 970.927.4178
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From:	Alex Gault	
Re:	**Whole Earth Status Report**	
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Since a severe cash crunch in October, Whole Earth's future now looks much more promising. By laying off the staff, cutting expenses and postponing payables, we were able to print the Winter issue and created time for emergency fundraising and the return of renewal revenue.

In early December, the entire editorial staff was rehired. On the business side, I assumed responsibility for the duties born previously by the office manager and circulation director. I have just hired someone whom I believe is an excellent candidate for a new position, combining the responsibilities of office manager and circulation support.

Bruce Sterling, the science fiction novelist, was quoted in the December issue of Wired as saying of the Whole Earth Summer issue: " the mag reads exactly as it has for the past 23 years! It the greatest countercultural periodical in the history of humankind. Give them your money. Donate your blood, if you have to."

10,340 copies of the Summer issue sold on the newsstand — 47% of those distributed. It's too early yet to estimate final sales of the Winter issue on the newsstand.

Renewals were slow coming in at first. This is not unusual, in that it often takes 2 or 3 prompts before people respond to a renewal notice, and given the suspension of publication for a year. Three efforts have now been mailed to all Summer 97 and Winter 97 expires, two efforts to Spring 98 expires and one effort to Winter 96 and Spring 96 expires.

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Subscription Revenue — 4th Quarter 1997:

October:	$8,311.00
November:	$14,605.00
December:	$41,200.00
Total:	$64,110.00

Subscription data (1/22/98):

% of subscribers who have renewed — Summer issue:	67.4
% of subscribers who have renewed — Winter issue:	47.4
New subscriptions:	1,560
Total active subscriptions:	15,218

1997 Year End:

Cash balance (1/1/97):	$115,000
Income:	$321,000
Expenses:	$415,000
Year end cash balance:	$19,000

1998

Cash balance (1/23/98):	$21,000

The Spring issue is on schedule. Due to ship from the printer at the end of February, the issue will reach subscribers towards the end of the first week of March.

Our plan is to fundraise between $150,00 and $200,000 in 1998. We are confident that we can accomplish this goal.